

# USDANEWS

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## How We Helped Get Our U.S. Navy Plane Home From China

*Plus, A Beijing Dairy Queen 'Aided'*

by Caffilene Allen, APHIS Public Affairs Staff

**I**t was a story which transfixed the country this past spring. On April 1 a Chinese fighter jet and a U.S. Navy surveillance plane collided off the Chinese coast. The U.S. plane then made an emergency landing on China's Hainan Island, and its crew of 24 military personnel was detained there in southern China for 11 days. Artful diplomacy led to the release of the crewmembers—but the U.S. EP3E aircraft, still sitting on the runway, was detained further. Finally, China permitted the release of the plane—but wouldn't allow it to be flown out intact, and instead required that it be disassembled and shipped out in pieces. Once disassembled, the last of the plane parts finally arrived at Dobbins AFB in Marietta, Ga., on July 5.

USDA had a crucial—but unheralded and behind-the-scenes—role to play in ensuring that the U.S. plane returned to the U.S. Here's how it happened.

Since the U.S. Navy plane had to be disassembled before being allowed to leave Hainan Island, 10,000 pounds of solid wood packing material were to be used in literally boxing up, in crates, the various plane parts. Those crates would then be loaded onto U.S. cargo aircraft—which were allowed to fly into China for this purpose—and flown back to the U.S.

But first the wood—yellow poplar wood and plywood which came from South Carolina—had to be certified. According to **Cathy Solis**, a plant protection and quarantine officer based in an Animal and Plant Health Inspection Service field office in Greer, S.C., Chinese regulations require that designated types of solid wood packing material must be certified by APHIS before it can be imported into China from the U.S. "It's a measure designed to prevent the introduction of wood-boring insects into China," she explained. So Solis certified the lumber on June 5 at a ser-

*continued on pg. 2...*



*"This jar of fresh preserves is about to end its journey from the farm by winding up on my kitchen table," declares AMS's **Nichole Holley** (left), as she and AMS's **Errol Bragg** (center) study the offerings provided by **Sue Loomis** with D&S Farm in Charlotte Hill, Md. The setting was USDA's Farmers Market, located just outside one of the Department's headquarters buildings in Washington, DC. Bragg and Holley are part of the AMS team that not only manages this particular farmers market but also advises farmers markets around the country.*

*Note **George Chartier's** story on page 4.—PHOTO BY **BOB NICHOLS***

## We're On The Scene After The 'Triple Whammy' In W.Va.

*And "We'll Still Be Here"*

by Peg Reese, NRCS Public Affairs Staff, Morgantown, W.Va.

**S**ummertime brings lots of great things—but it's also the time of deadly storms and other natural disasters. To date, this summer season has already seen Tropical Storms Allison and Barry sock parts of the southern U.S.

USDA employees are generally always involved in the aftermath of these natural disasters. That's part of the Department's mission, so it's not often news when our employees are on the scene providing assistance. But Mother Nature threw a 'triple whammy' at West Virginia this summer, with three floods in three weeks. This meant that, for Natural Resources Conservation Service employees in that state, life has been anything but 'business as usual.'

NRCS employees had nearly completed some Emergency Watershed Protection work, caused by earlier spring flooding in southern West Virginia, when an early morning thunderstorm on July 8 dumped 8 to 11 inches of rain within seven hours. **Bill Harris**, an NRCS soil conservationist based in Beckley, W.Va., reported that "It went from minor flooding to major flooding in 15 to 20 minutes."

By the time that flash flood was over, two people had died, more than 3,500 homes had been damaged or destroyed, 60 water systems were out of service, and more than 100 roads had been closed. But then more rain—first on July 26 and then again on July 29—caused additional flash flooding, one more death, and added two more counties to the federal disaster declaration, which ultimately totaled 22 out of West Virginia's 55 counties.

"Very little damage was done to agricultural land," stated **Tom Vance**, NRCS district conservationist for Greenbrier County. "Some hay bales got wet, but there was little damage to fences or debris buildup on hay or on pasture land." However, gardens throughout

*continued on pg. 3...*

# Secretary Ann Veneman



When most people hear the words 'high-tech business,' they think of things like computers, the Internet, and electronics. But agriculture is as high-tech as any industry thriving in America today.

What's more, agriculture is used to the pressures and rewards of evolving technology, and has proven remarkably adaptable.

U.S. agriculture at the start of the last century was a labor- and horse-intensive business. First machines, and later, advances in the life sciences, transformed the nation's farms, increasing efficiency and outputs while lowering costs.

Today, at the start of a new century, another technological revolution is taking place. Not only are new technologies transforming food processing and marketing, but

they also hold the promise of further lowering farm production costs, improving the environment, and creating vast new food and non-food markets for producers.

Many parts of our country are hotbeds of cutting-edge technology. For instance, in the Delta area of Mississippi, Bt cotton is helping to reduce producers' production costs and use of pesticides.

Another great example is the Ag2020 project, an industry/government partnership that includes USDA, the National Aeronautics and Space Administration, the National Cotton Council, the National Corn Growers Association, the United Soybean Board, and the National Association of Wheat Growers.

Ag2020 is bringing farmers and researchers together to find innovative ways to use precision technologies to help lower production costs, improve yields, protect the environment, and reduce economic

risks. Grower associations, working with USDA and NASA, develop and test new technologies, validate their usefulness through on-farm trials, and then disseminate results to their members.

Some of the most fascinating work has been the collaboration with NASA to use and develop airborne and satellite imagery and remote sensing technologies.

Technology such as hyper-spectral imaging can assist farmers in deciding when and where to apply fertilizer, herbicides, and pesticides, and in making earlier predictions of yield and quality.

These are just some examples of how technology is helping American agriculture compete in the global marketplace. American agriculture has always enjoyed the home-field advantage of access to the strongest high-tech economy.

We'll need to continue pressing that advantage in the years to come. ♦

*How We Helped...continued from pg. 1*

vice facility in Greenville, S.C., run by Lockheed Martin—the manufacturer of the U.S. Navy plane.

"If we hadn't done that inspection, China wouldn't have allowed the lumber through its borders," she advised.

Then the 10,000 pounds of wood had to be made into crates. "Lockheed's original game plan was to have the crates constructed in the U.S.," Solis said. "But then the word came down that the cargo plane had to leave at 5 p.m. on the day I had certified the lumber—June 5. So Lockheed had no time to get those crates made in stateside facilities—and the cargo plane had to take off with a load of lumber, not a load of wooden crates."

Accordingly, the cargo plane carrying the bundles of lumber left the U.S. and landed in Japan for a three-day stop at the U.S. Air Force Base in Kadena, Okinawa, Japan. There the wood was assembled into crates.

Dale Maki is stationed in Beijing, China as the international services area director for APHIS. He was asked by the U.S. military and Lockheed Martin to facilitate the movement of the 10,000 pounds of wood.

"The U.S. had been advised by China's Foreign Ministry," he recounted, "that a major concern—and one which threatened the entire operation—was the transportation route for that wood."

According to Jim Mackley, APHIS international services area director for Japan, based

in Tokyo, the first complication concerned the wood's three-day stopover in Japan. "That three-day stop," he advised, "would ordinarily have meant that the entire shipment would have had to be treated and recertified in Japan—by Japanese quarantine officials—and would have arrived in China with Japan listed as the country of origin."

"That," Mackley noted, "would have required entirely different documentation—and would have increased the chances of the 10,000 pounds of wood being rejected by Chinese authorities."

"So I had to persuade the authorities in China to accept the 10,000 pounds of wood for packing material with the appropriate certificates from the United States—even though the wood was assembled in Japan," said Maki. He noted that, ordinarily, the stop in Japan would have resulted in the wood losing its U.S. identity. "But the Chinese officials agreed to accept the shipment as in-transit from Japan—which meant the U.S. papers were still valid with the shipment."

The second complication came when Mackley's office was alerted by the U.S. military that some additional wood might be added to the shipment in Japan. "But Dale Maki met with Lockheed and U.S. military officials at the U.S. Embassy in Beijing and explained that adding wood in Japan would complicate an already difficult situation," Mackley said.

"Lockheed and the U.S. military then agreed, on-the-spot, to not add wood packing materials in Japan," Maki added.

The third complication came when the Chinese agricultural officers discovered some coniferous wood in the shipment—that had been certified only for nonconiferous wood. "However, they still agreed to accept the shipment," Maki said.

The fourth complication came, ironically, on a Saturday when Maki and his family were at a local market in Beijing. "I got a call on my cell phone," he recalled. "I was asked to fax certain phytosanitary documents to Hainan, where a U.S. delegation was due to arrive in a couple of hours and begin negotiations on procedures, once the plane carrying the packing material arrived."

However, the one fax machine that personnel could find in Hainan was in the process of receiving a 100-page document. "So my family patiently waited for me—at a Beijing Dairy Queen a few blocks away—until I could get the documents faxed to Hainan," he said.

"Good relationships with my family," Maki quipped, "helped this mission succeed."

The fifth complication came once the U.S.-Chinese negotiations were complete. APHIS's own employees still faced issues arising from the agency's own regulations. Maki had earlier raised such questions as "When this shipment comes into the United States, continued on pg. 3..."

## Headlining Some Of Our Recent Initiatives

- *Agreement Expands Market for Creating Affordable Rural Rental Housing* (USDA News Release No. 0135)
- *USDA to Expand Use of Biodiesel, Ethanol Fuels* (No. 0134)
- *New Wildland Fire Web Site Launched* (No. 0127)
- *USDA Mourns Loss of Firefighters* (No. 0123)
- *USDA Moves Forward to Protect Roadless Areas* (No. 0118)

**EDITOR'S NOTE:** For more detail, go to USDA's News Releases, by clicking onto USDA's Web site at [www.usda.gov/newsroom.html](http://www.usda.gov/newsroom.html)

*We're On The Scene...continued from pg. 1*  
southern West Virginia were flooded, and West Virginia University Cooperative Extension staffers advised that food from flooded gardens should not be consumed because of untreated sewage in the floodwaters.

"One bright note," emphasized **Dave Darnell**, the NRCS district conservationist in Beckley, "is that flood control structures and channels—which our employees designed, funded, and installed through the NRCS Watershed Program—protected their communities as designed." In fact, **Danny Barr**, mayor of Sophia, W. Va., stated that the Soak Creek Channel, an NRCS Watershed Program for flood control which had been completed in 1989, "paid for itself" in July.

"Without the channel," Barr added, "Sophia would have suffered flood damages in excess

of what it cost to construct the channel."

While generally known as a USDA agency that works with farmers and ranchers and other private landowners to reduce erosion and improve and protect water quality, NRCS—through its Emergency Watershed Protection Program—also repairs flood damage that affects life, health, and property. Assistance can include removing debris from stream channels, road culverts and bridges, reshaping and protecting eroded streambanks, correcting damaged drainage facilities, and reseeding damaged areas.

Accordingly, NRCS employees began documenting damages, even as the floodwaters were rising on July 8. On July 9 NRCS, the West Virginia Soil Conservation Agency, and the Southern Soil Conservation District established a flood recovery office in Beckley, and NRCS detailed 57 employees to work in disaster response teams with employees from the Soil Conservation Agency.

Some NRCS employees have been working virtually every day since that first round of flooding on July 8. Three-fourths of those detailed to work on flood recovery efforts are still living in local motels to be closer to their area of operations. "We care about the people who have suffered such loss," said **Loren Rice**, an NRCS engineer based in Beckley. "We try—we really try—to help them."

The flooded areas had been described as looking like a "war zone." The flooding had swept homes, cars, trees, and other materials into streams and had left behind massive destruction and several feet of mud. For instance, "We've removed three house trailers that were broken apart like kindling wood," stated **Eugene Friend**, NRCS soil conservation technician based in Middlebourne, W.Va. He said his crew also removed "trees, photo albums, and a deep freezer full of meat."

"Contract crews, which we've funded and are supervising, have been working to remove stream blockages and debris as quickly as possible," stated **Jerry Brackenrich**, an NRCS soil conservationist based in Beckley. "Even

moderate rainfall can cause additional flooding if debris is blocking a stream."

"The late July flooding," added **Bill Hartman**, the NRCS state conservationist based in Morgantown, W.Va., "would have been even more severe had NRCS and the West Virginia Soil Conservation Agency not been removing stream blockages from the July 8 flood." He projected that all debris removal statewide would be completed by Labor Day.

Rushing floodwaters eroded streambanks and undercut buildings in some places. One church lost 20 feet of bank in the flood. But by mid-August NRCS staffers had begun streambank restoration efforts to protect these homes, churches, and businesses.

Under NRCS supervision, gabions—which are rock-filled metal baskets—and rock riprap—which are collections of individual rocks—are being placed over streambanks, to stabilize those that have eroded.

For **James Dodson**, an NRCS civil engineering technician based in Beckley, the flood recovery work brought special satisfaction. "I was raised in Ashland," he noted. "It feels good to help the people I went to school with."

"When the Federal Emergency Management Agency, the Army Corps of Engineers, and the National Guard are gone," added **Sam DePue**, the NRCS district conservationist based in Princeton, W.Va., "we'll still be here helping people." ♦

*How We Helped...continued from pg. 2*

how are we going to receive it?" and "Will APHIS make an exception and allow this cargo to be received back into the United States as U.S. wood packing materials?"

But APHIS's plant protection and quarantine officers did make an exception. So the final parts of the disassembled U.S. Navy reconnaissance plane, packed in crates built from the 10,000 pounds of wood, arrived at Dobbins Air Force Base on July 5.

Maki emphasized that the ultimate success of APHIS's part of this mission was in large part due to the personal and friendly relationships that had already been established between Chinese and USDA employees. "My prior positive relations with personnel in China's state general administration for quality supervision, inspection, and quarantine—the Chinese equivalent of our plant protection and quarantine—served us well," Maki said. "So we could communicate freely."

"This situation," Maki underscored, "really illustrates the benefit of building good relationships with our counterparts in foreign countries." ♦



**James Dodson** (far right, standing by backhoe), an NRCS civil engineering technician based in Beckley, W.Va., monitors debris removal in McDowell County, W.Va., following a 'triple whammy' of floods which socked that state in July. In Fayette County, W.Va.,...



...**Rex Gardener**, the NRCS soil conservation technician based in Mount Clare, W.Va., supervises the removal and burning of flood-related debris.—**PHOTOS BY**

**PEG REESE**





## Farm and Foreign Agricultural Services

### 'Munching' On 'U.S. Mystique'

Swedes like U.S. marshmallows. They also like pancake mixes, instant mashed potatoes, and snack foods from the United States.

**Bob Tetro**, until recently the Foreign Agricultural Service's agricultural counselor in Sweden, who is currently the special advisor to FAS's deputy administrator for international trade policy, noted that U.S. agricultural products, that present what might be called a 'nostalgic picture' of the United States, tend to do well in Sweden.

"So, since we in FAS help to promote the sale of U.S. agricultural products to overseas markets around the world," he noted, "if we can be successful at that by emphasizing a 'nostalgic picture of the United States,' or an 'American mystique,' then that's all the better."

In fact, Sweden used to buy marshmallows mainly from Spain, but those marshmallows couldn't be successfully toasted over a fire, as is the custom and practice in the U.S. Plus, once Swedes—who watch a lot of television shows that come from the U.S.—saw those shows depicting American campfire cook-outs, the idea of roasting marshmallows became popular.

Tetro added that there are other reasons for Swedish interests in American food products. Swedes have enjoyed a noticeable upswing in vacation travel to the United States in the past two decades.

"Plus," Tetro noted, "demand for U.S. foods is also fed by a pattern of travel to the U.S. by young Swedish au pairs, interns, and students." That demand is also strengthened by the prevalence of English as a second language in Sweden.

**Dan Berman**, director of FAS's Agricultural Export Services Division, said that FAS employees, located at both headquarters and overseas posts around the world, promote U.S. agricultural products abroad by assisting in such initiatives as supermarket retail promotions, showcasing regional cuisines from across America to foreign markets, encouraging travel by U.S. chefs to foreign markets, and publishing—in the appropriate local language—American recipe books specifically designed for food service professionals in other countries.

But what about specific initiatives to promote U.S. agricultural products abroad by tying them to 'an American mystique,' or 'nostalgia for the U.S.', in a foreign country?

## Employees make these things...

# HAPPEN!

"That particular technique might work fabulously in one country, but might be a total bust in another country," Berman advised. "We rely on our FAS offices overseas to know whether that approach would work in their specific host country—and whether it wouldn't."

"When it *does* work, promoting U.S. agricultural products abroad by selling an 'American mystique' can take time," Tetro acknowledged. "But it can be worth the effort—and it builds on a natural foundation occurring due to the amount of foreign tourist trade across the United States."

—JILL LEE



## Marketing and Regulatory Programs

### Helping A Trend Take Off

Errol Bragg's staff was amazed recently when **Nichole Holley**, a marketing specialist in the Agricultural Marketing Service, laid out the numbers: on average, 2,500 visitors every week pass through the USDA Farmers Market located just outside one of the Department's headquarters buildings in Washington, DC.

Bragg, program manager of the Wholesale and Alternative Markets Branch in AMS's Transportation and Marketing Programs, said he was pleased to see the new figures, which exceeded staff estimates. The headquarters farmers market has expanded from five market days in 1996 to five months of weekly markets this season: every Friday from June through October.

The USDA Farmers Market came about six years ago when AMS and the Department decided to showcase its support for farmers markets nationwide. That same year was the first time that the U.S. secretary of agriculture issued a formal proclamation designating a week in mid-summer as National Farmers Market Week. Since then, the USDA Farmers Market and National Farmers Market Week (August 5-11, 2001) have become an annual tradition.

"But it wasn't so long ago," Bragg recalled, "when farmers markets were hardly talked about—and not a formal subject of study in USDA." Two decades ago farmers markets—gatherings of area farmers at a central location for the purpose of selling fresh produce directly to consumers—were a peripheral part of AMS's studies of wholesale produce market facilities.

Then, in the late 1980s, a number of producer groups, farmers market organizers, and city planners, interested in selling produce directly to customers, turned to AMS for design help and planning advice. The growing number of requests prodded AMS staff to wonder: How many farmers markets were there, and did they suggest a new economic trend?

So, they counted. "The result," said Holley, "was a directory that AMS published in 1994, listing 1,755 farmers markets around the country."

"Seven years and three directories later," Holley said, "we've identified more than 2,800 farmers markets operating in the nation today, and with new information coming to us every day, we're continually updating the data on our Web page" which is [www.ams.usda.gov/farmersmarkets](http://www.ams.usda.gov/farmersmarkets)

The success of farmers markets and the popularity of the USDA directory has brought to Bragg's program a steady flow of communities seeking help to set up their own farmers markets. Among the latest of these projects nationwide, AMS architect **Fidel Delgado** has been working with planners and a consulting architectural firm to develop a new facility for New Mexico's Santa Fe Area Farmers Market.

Closer to home, Holley manages the weekly USDA Farmers Market operations and coordinates with state departments of



"Check it out, Claire: this herb has a terrific fragrance," notes **David Jamison** (left), chief of the Promotion and Research Branch in AMS's Dairy Programs. He and AMS economist **Claire Klotz** are surrounded by herbs in the "So Very Special" herbs booth at USDA's Farmers Market.—**PHOTO BY BOB NICHOLS**

agriculture on the annual celebration of National Farmers Market Week.

**Claire Klotz**, an economist on Bragg's team, advised organizers last year on how to improve a farmers market in Washington, DC's Anacostia neighborhood. She also recently released two publications—"Farmer Direct Marketing Bibliography 2001" and "National Directory of Farmers Market and Direct Marketing Associations 2001"—that include farmers market resources.

Staff economist **Tim Payne** is helping to take the program's efforts to a new level by conducting a new, in-depth study of farmers markets in the United States. "By gathering data about the operational and structural features of these markets, including how many farmers and customers participate, how far they travel, and how much is taken in annual sales, we hope to better understand how and why farmers markets operate," he said.

Walking through the USDA Farmers Market on a recent Friday, Bragg said, "In just over a decade we've succeeded in communicating to the nation all these benefits that farmers markets bring: benefits to farmers, to consumers, to community life, and to the environment."

"What's more, as we continue to examine these markets, we're still learning."

—**GEORGE CHARTIER**



## Rural Development

### The Act Is 75 Years Young

Not everybody looks forward to going to work every day, but **Jeff Jobe** and **Tom Miller** say they're on a mission. Jobe, director of the Rural Business-Cooperative Service's Cooperative Development Program for Iowa, based in Des Moines, and Miller, an RBS co-op development specialist based in the Rural Development field office in Maquoketa, Iowa, are both rural born and bred. They also both see their jobs of helping develop agricultural cooperatives in Iowa as helping preserve a way of life they love.

That's in keeping with the 75th anniversary of the Cooperative Marketing Act, signed into law on July 2, 1926, which began USDA's assistance to farmer cooperatives across the country.

"By its passage," noted **Randy Torgerson**, RBS's deputy administrator for cooperative services, "the idea of 'helping farmers to help themselves' became national policy."

Jobe explained that cooperatives assisted by RBS are businesses—owned and operated by agricultural producers—that are designed to help those producers market and process their crops and/or obtain farm supplies and services. "The ag co-op model offers benefits to those producers, such as economies of scale and greater marketing power, that aren't available to them as individual producers," he observed.

"Ag co-ops are more important than ever in the struggle to preserve the family farm," Miller added.

Torgerson noted that when Congress passed the 1926 Act, cooperatives were in their heyday, with thousands being organized and thousands more already in existence. "Significantly," he pointed out, "Congress recognized that a federal source of assistance was necessary to document the best principles, practices, and structure that could serve farm interests."

Over the past 75 years, USDA's assistance to agricultural cooperatives—which, since a USDA reorganization in 1994, has been administered by RBS's Cooperative Services program—has included not only the development of agricultural cooperatives across the country but also RBS initiatives to help support understanding and use of the cooperative form of business through research, technical assistance, statistics and education, and information products.

Examples of such information products include a bimonthly magazine, "Rural Cooperatives," and more than 150 reports and videos about all aspects of cooperative operations,



*"You'll be interested to know that Heartland is one of about 250 farmer-owned agricultural co-ops in Iowa—and one of 3,500 in the nation," notes RBS's Jeff Jobe (left) to Bob Turnbull, marketing manager of the Heartland Organic Marketing Cooperative, as they stand in front of that co-op's office in Greenfield, Iowa. —PHOTO BY JESTON JOBE*

ranging from "How to Start a Cooperative" to "Tax Treatment of Cooperatives." **Dan Campbell**, deputy director of public affairs for the Rural Development mission area, noted that USDA colleagues at headquarters and field offices, who may be asked questions by USDA customers about RBS assistance to agricultural cooperatives, can access those publications at [www.rurdev.usda.gov/rbs/pub/newpub.htm](http://www.rurdev.usda.gov/rbs/pub/newpub.htm)

RBS agricultural economist **Bev Rotan** pointed out that USDA's involvement with cooperatives over the years has evolved with the changing needs of farmers and other rural residents for different 'bundles'—literally—of services. "Group purchasing of carload lots of salt, binder twine, fertilizer, and coal in earlier days," Torgerson added, "has given way to sophisticated manufacturing and application of crop protectants, fertilizers, feeds, and fuels."

In that same fashion, agricultural co-op services to former groups, such as those which operated frozen food lockers, statewide insurance programs, and county artificial breeding services, have been replaced by activities such as integrated pest management programs, use of satellite technology in field applications, genetic record keeping and propagation of crops and livestock, expanded farm credit services, and regional electric and telecommunications programs.

More recently the spotlight has turned to value-added cooperatives—operations that process, distribute, or otherwise add value to a raw agricultural product—as the best chance for many farmers to claim a greater share of the consumer's dollar.

"But the goal of our Cooperative Services program, over 75 years," Torgerson underscored, "has continued to be to expand knowledge—a form of intellectual capital—of the cooperative method of doing business, on behalf of the estimated 3,500 farmer-owned agricultural co-ops in the nation today, plus the new co-ops constantly being formed."

And in Iowa, as in similar locations around the country, RBS employees have translated that goal into such actions as identifying local sources of financial and technical assistance, developing assistance manuals, creating networks of support, and conducting cooperative-related research, to get co-ops—as well as farmers and ranchers looking to set up co-ops—the help they need.

"I can't think," Miller affirmed, "of anything much I'd rather be doing than working with agricultural co-ops."

—**STEVE THOMPSON**



**Jim Moseley** was sworn in as USDA's deputy secretary. He succeeded **Richard Rominger**, who held that position from May 1993 until January 2001, and is now retired on

his family farm near Winters, Calif. In addition, Moseley was subsequently named by Secretary **Ann Veneman** to be USDA's chief operating officer, responsible for day-to-day management of the Department.

Before rejoining USDA and being sworn in as deputy secretary in July 2001, Moseley—an Indiana farmer with 32 years of hands-on farm experience—was the owner of AgRidge Farms, specializing in grains, and managing partner of Infinity Pork, raising hogs. Both are located in Clarks Hill, Ind. In addition, during 1997 he served as chairman of the industry negotiating team for the National Pork Dialogue, a nationwide effort to improve the environmental performance of pork operations across the country. Following passage of the 1995 Farm Bill he was a consultant to the National Association of State Departments of Agriculture, where he worked with agricultural producers and the Natural Resources Conservation Service to develop model resource management plans for farmers and ranchers.

Moseley served as the director of agricultural services and regulations for the state of Indiana, based at Purdue University in West Lafayette, Ind., from 1993-95, where he had administrative and legislative responsibility for all agricultural functions assigned statutorily to the university. During that time he also worked as a staff political analyst and member of the editorial board of the "Farm Journal" publications. He served as USDA's [then] assistant secretary for natural resources and environment from 1990-92. The Aug.-Sept. 1990 issue of the **USDA News** carried his complete biographical sketch, following his selection to that position. From 1989-90 he was an agricultural advisor, based in Washington, DC, to the administrator of the U.S. Environmental Protection Agency.

A native of Peru, Ind., where he grew up on a family farm which raised cattle, hogs, small grains, hay, corn, and soybeans, Moseley holds a B.S. degree in horticulture from Purdue University. ♦

## Editor's Roundup

### USDA people in the news



**Kevin Herglotz** was named USDA's deputy chief of staff and director of communications. This is a newly-developed position designed to provide broad communications

leadership to the Department.

Before joining USDA, from January 1999 until his recent appointment, Herglotz was the director of public affairs for Vons, a Safeway company headquartered in Arcadia, Calif., and the largest subsidiary of Safeway Inc. In that position he served as spokesperson for Vons and directed its public affairs, media relations, government affairs, customer service, and community giving programs. He was director of communications for the California Department of Food and Agriculture, based in Sacramento, Calif., from 1995-98—during the tenure of [then] California Department of Food and Agriculture Secretary **Ann Veneman**—where he managed its public affairs office, as that Department marketed the largest and most diverse food and agriculture industry in the nation.

Herglotz worked as a media relations and political advisor, based in Sacramento, to [then] California Gov. **Pete Wilson** (R) from 1994-95. During 1993 he served as the press secretary to [then] U.S. Rep. **Jay Dickey** (R-Ark.) in Washington, DC. He worked as a press assistant in Washington, DC, to the Bush/Quayle Re-Election Campaign during 1992. He served a total of 10 years in the United States Air Force, four years active duty and six with the Delaware Air National Guard.

Herglotz, originally from Wilmington, Del., holds a B.S. degree in human resources from the University of Delaware in Newark. ♦



**Eric Bost** was sworn in as the under secretary for food, nutrition, and consumer services. He succeeded **Shirley Watkins**, who held that position from August 1997 until Jan-

uary 2001, and who is now working in Silver Spring, Md., as a strategic business nutrition consultant for Southern Educational Services, which is based in Memphis, Tenn.

Before joining USDA, from August 1997 until he was sworn in to this position in June 2001 Bost served as commissioner and chief executive officer of the Texas Department of Human Services, headquartered in Austin. As its commissioner, Bost headed one of the largest human services agencies in the country, with more than 15,000 employees. From 1994-97 he was deputy director of the Arizona Department of Economic Security, a human services agency based in Phoenix with responsibilities that included welfare reform, child welfare, managed care programs, long-term health care, aging and community services, and protective services for children and adults. He was assistant director of the Arizona Department of Economic Security's Division of Developmental Disabilities from 1993-94.

Bost served as director of the Mental Retardation and Developmental Disabilities Administration with the District of Columbia's Department of Human Services from 1992-93. From 1989-92 he was director of the Western Center, a state mental retardation facility in Canonsburg, Pa. He served as the superintendent of the Rainier School, a facility in Buckley, Wash., for persons with developmental disabilities, from 1988-89. From 1986-88 he was developmental disabilities and mental retardation director of the Utah State Training School in American Fork, Utah.

Bost served as the residential services director of the Gulf Coast Center in Ft. Myers, Fla., from 1982-86, after having served as program director of mental retardation services at Cherry Hospital in Goldsboro, N.C., from 1980-82. From 1977-80 he worked as a mental retardation habilitation coordinator at the Murdoch Center in Butner, N.C. He began his career as a social worker at the Caswell Center in Kinston, N.C., from 1974-77, and then served as director of its Mental Retardation Unit during 1980.

A native of Concord, N.C., Bost holds a B.A. degree in psychology from the University of North Carolina at Chapel Hill and an M.A. degree in special education from the University of South Florida. ♦

## Letters

**EDITOR'S NOTE:** This "Letters" section is an opportunity for USDA employees to communicate with Secretary **Ann Veneman**, through questions or comments, on matters that would be appropriate and of general interest to USDA employees across the country. She invites employees to use this particular forum in the **USDA News** to communicate with her, by using the following mailing address: "Letters," Sec. Ann Veneman, USDA, STOP #0190, 1400 Independence Ave., SW, Washington, DC 20250.





**J**oseph Jen was sworn in as the under secretary for research, education, and economics. He succeeded **Miley Gonzalez**, who held that position from August 1997 until December

2000 when he returned to New Mexico State University and is now associate dean and director for the Agricultural Experiment Station in the College of Agriculture and Home Economics.

Before rejoining USDA, from 1992 until he was sworn in to this position in July 2001 Jen served as the dean of the College of Agriculture at California Polytechnic State University in San Luis Obispo. He was chairman of the Division of Food Science and Technology at the University of Georgia in Athens, Ga., from 1986-92. From 1980-86 he served as director of research at the Camden, N.J.-based Campbell Institute of Research and Technology for the Campbell Soup Company.

Jen was an associate professor at the Department of Food Science and Human Nutrition at Michigan State University in 1979.

From 1969-79 he was a food science and biochemistry faculty member at Clemson University in Clemson, S.C. During that time he founded the Chinese American Food Association, designed to promote the professional growth of Chinese American professionals in the food science technology field. Also during that time, from 1975-76, he worked as an Agricultural Research Service research food technologist at what is now called the ARS Beltsville Area Plant Sciences Institute within the Produce Quality and Safety Laboratory, where he concentrated on post-harvest tomato research.

A native of Chunking, China, Jen holds a B.S. degree in agricultural chemistry from National Taiwan University in Taipei, Taiwan, an M.S. degree in food science from Washington State University, a master of business administration degree from Southern Illinois University, and a Ph.D. degree in comparative biochemistry from the University of California at Berkeley. ♦



"It just doesn't get any better than this—at least, until you heal."

That was **Dennis DeFrancesco's** tongue-in-cheek take on his experience participating in an in-

line skating event: a 38-mile race through the countryside from Athens, Ga., to Atlanta. DeFrancesco, a Natural Resources Conservation

Service soil scientist based in Greenville, S.C., quipped that his training for the Athens-to-Atlanta road skate consisted of "getting pasta'd-out, as part of my carbo-loading preparation."

According to **Perdita Savage Belk**, the NRCS communications and marketing manager at the agency's state office in Columbia, S.C., it took DeFrancesco two hours to travel from Greenville to Athens—by car—where he spent the night before the contest. Then at 7 a.m. on the Sunday morning of the event he was practicing his rollerblading, in the dark, in the parking lot of the Athens Federal Building, one block from the starting line.

"My wife took some pictures of me practicing, then left after the start to drive to the finish line and meet me there," he recounted. "When I asked her how she'd be able to pick me out from among the 800-plus other skaters, she replied that I have what she termed a 'distinctive skating style.'"

"I think," he laughed, "that she meant 'I love you hon, but on skates, you're a real goob.'"

DeFrancesco said he had two goals for his participation: (1) finish the race, and (2) don't get too beat up in the process.

"It was the downhill that were the real test," he recalled. "Anything past 20 miles per hour was my own personal sound barrier—which meant that it was the point where I couldn't hear my own screaming, so I had to slow down."

DeFrancesco acknowledged that at the 10-mile mark he was coasting downhill, doing over 20 mph, and was about halfway across a concrete bridge over a small creek when he suddenly felt himself balancing on his toes. "Uh ohhhh, this is not good," he muttered—as he found himself becoming "one with the concrete," skidding on his shoulder with his legs in the air. "The traction grooves in the bridge surface added to the ambience of the moment," he quipped.

But he was able to untangle himself and concluded that no parts of him were broken in the tumble—but he did tear his lucky shirt.

DeFrancesco then continued grinding out the miles. Police held traffic back at all intersections throughout the 38-mile course—which was mostly two-lane roads winding through rural Georgia. Because of checkpoints and water stations, he drank over 15 bottles of water and ate bananas along the way.

DeFrancesco speculated that he hit the rollerblading version of "the wall" at about mile 30. "I thought that, well, I'd done 30 miles and was still a good hour from finish-

ing, and I was kinda hurting," he recounted. "So maybe I'll bail out and jump aboard the support bus that kept making swoops by me, offering assistance."

But, ironically, at about the time he reached that conclusion, the support bus drove out of sight.

"I found myself left on the battlefield," he quipped. "So I didn't have a choice; I had to keep grinding out those last miles."

In fact, he related, the last three miles were the best. DeFrancesco had his own personal police car escort, "a benefit of being the last person to finish the race," he mused.

"The cars lining up behind that police officer were afraid to pass," he added, "since they were probably thinking that the officer was into one of those slow speed chases with some lunatic—me."

Finally, 5 hours and 43 minutes after he had begun, DeFrancesco rollerbladed across the finish line in Dacula, outside of Atlanta.

So, how did he celebrate his accomplishment? "I had a victory drink of—what else?—another bottle of water," he affirmed. "But, at that moment, it tasted like champagne to me." ♦

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"The late July flooding would have been even more severe had NRCS and the West Virginia Soil Conservation Agency not been removing stream blockages from the July 8 flood," recounts **Bill Hartman** (right), the NRCS state conservationist based in Morgantown, W.Va. He and **Danny Miles**, an NRCS civil engineering technician based in Beckley, W.Va., are discussing NRCS's Emergency Watershed Protection Program efforts in that state, as they overlook what had been a debris-clogged stream in McDowell County, W.Va. The southern part of that state got hit with a 'triple whammy' this summer, with three floods in three weeks. But NRCS employees were on the scene, conducting debris removal from flooded streams and offering other forms of assistance in those flooded areas. Note **Peg Reese's** story on page 1.—**PHOTO BY SAM DePUE**



HELP US FIND

### James Anthony Patton

Missing: 11-03-2000 From: Vinton, Virginia

D.O.B. 03-08-1984 Sex: Male

Hair: Brown Eyes: Brown

Height: 5 ft. 9 in. Weight: 140 lbs.

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